

# CITY OF JERSEY CITY

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**FOR IMMEDIATE RELEASE**

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***MAYOR HEALY AND LIBERTY HUMANE SOCIETY TO  
CELEBRATE JERSEY CITY PET OWNERS' DAY  
Dedicated Day for Pet Lovers in Jersey City to Help LHS in Million Dollar  
Shelter Makeover Contest***

JERSEY CITY -- Mayor Jerramiah T. Healy, members of the **Municipal Council**, the **Department of Health and Human Services/Division of Cultural Affairs** in conjunction with the **Liberty Humane Society (LHS)** and other city officials are hosting **Jersey City Pet Owners' Day** from **11:00 a.m. to 3:00 p.m.** on **Sunday, April 19, 2009** in the front courtyard at **City Hall, 280 Grove Street**.

"Animal lovers citywide are encouraged to come out and join in the celebration," said **Mayor Healy**. "Bring your own pets out for the day, or come and adopt a pet from the Liberty Humane Society, and cast your vote for LHS in the Zootoo Million Dollar Shelter Makeover Contest."

Members of the Liberty Humane Society will be on-site offering opportunities for people looking for a new pet to adopt one at the event. For pet owners who bring their dogs and cats there will be a free rabies clinic, free nail clipping, free microchip installation and treats for pet lovers as well as their furry companions.

People attending the **Jersey City Pet Owners' Day** can also help the Liberty Humane Society win a \$1 million dollar shelter makeover. The Liberty Humane Society is ranked fourth in the Zootoo.com National Shelter Makeover contest semifinals.

"Voting only takes a few minutes and as the only shelter still in the running in New Jersey, it is important to support this effort," said **Mayor Healy**, noting that computers will be available to help people register and vote for the Shelter Makeover.

Voting is simple. Log onto Zootoo.com, and register your profile (you must put up a photo to register), and vote for Liberty Humane Society. Voters should be careful, however, and make sure they vote for the Liberty Humane Society in Jersey City—*not* a similarly named shelter in Georgia! **Voting starts Monday, April 13<sup>th</sup> through Sunday, April 19<sup>th</sup>.** You can vote up to 10 times each day.

The winner will receive a shelter makeover valued at up to \$1 million. The first runner up will win a **\$50,000** cash prize and the second runner up will win **\$25,000**, all 17 semi-finalists will receive generous donations to help their shelters. In total the semi-finalists will divide an additional \$195,000.

“During this slow economic time when donations to shelters are down and the in-take of homeless animals is up, the Zootoo.com shelter makeover contest is welcomed assistance to shelters and rescue groups,” added **Mayor Healy**.

The major goal of the Zootoo.com Shelter Makeover Program has been to generate national and local awareness and encourage community involvement in animal shelters all across America.

“When we started the program, some 70 percent of Americans did not even know where their local shelter was located. We’re very gratified by the support the Shelter Makeover Program has received on national and local TV and radio, in hundreds of local newspapers, and on untold numbers of websites,” said **Richard Thompson, Zootoo.com founder and CEO**. “We get thank you notes from shelters every day telling us that the program has helped to put their shelter on the map.”

For more information on the Zootoo.com \$1 Million Makeover contest visit [www.zootoo.com/makeover](http://www.zootoo.com/makeover) or [www.libertyhumane.org](http://www.libertyhumane.org).

Millions of healthy, adoptable, but homeless pets are euthanized each year in the United States. The foreclosure crisis and the wave of natural disasters have significantly added to the number of homeless animals in shelters. The Liberty Humane Society is contracted with the city of Jersey City to take in and house all strays from Jersey City.

**This event is free and open to the public. For more information on the Jersey City pet Owners’ Day, contact the division of Cultural Affairs at 201-547-6921.**

**All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.**

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